

Branding and Logo Usage



Branding and Logo Usage

Written References to Hope For The Warriors®

Hope For The Warriors® is fully capitalized always and should be written as it precedes.

Rules

Hope For The Warriors® should be used in first reference; HOPE upon second reference only if deemed necessary for spacing requirements thereafter and if placed after full name in parenthesis.

Ex. Hope For The Warriors® (HOPE)

It is appropriate to use H4W for convenient internal use. However, to increase public brand awareness, it is recommended that H4W is not used externally.

Trademarks

Hope For The Warriors® owns valuable marks, both registered and unregistered. The first time Hope For The Warriors is mentioned in a document, include the registered mark.

Follow the list below for proper usage of registered and unregistered trademarked names. **Trademarks are not to be altered** in any way and should read:

Registered Trademarks

Drive For Hope®

Got Heart Give Hope®

Hope For The Warriors®

Run For The Warriors®

Team Hope For The Warriors®

Warrior House®

A Warrior's Wish®

Unregistered Trademarks

Warrior Hope and Care Center™

Logo Placement

Branding and Logo Usage

The Hope For The Warriors® Logo is to be centered using the boxed element – disregarding the star.



Color Standards

Pantone® PMS Color Palette

Pantone® PMS colors are solid coated: 2768C (blue) and Pantone PMS 186C (red).



PMS: 2768CV
CMYK: 100-83-0-56
RGB: 0-28-88
HEX: #001C58



PMS: 186C
CMYK: 0-100-81-4
RGB: 227-24-55
HEX: #E31837

Color Standards

Branding and Logo Usage

The Hope For The Warriors® Logo uses two main colors. Logo colors are as follows and include the appropriate color conversions for various formats. **These colors are nonnegotiable.**

Pantone® PMS Color Palette

Pantone® PMS colors are solid coated: 2768C (blue) and Pantone PMS 186C (red).

When matching the Logo colors on a website, use the hexadecimal color equivalents.



PMS: 2768CV
CMYK: 100-83-0-56
RGB: 0-28-88
HEX: #001C58



PMS: 186C
CMYK: 0-100-81-4
RGB: 227-24-55
HEX: #E31837

Branding and Logo Usage

Graphic Standards

Primary Logo



Grayscale Logo



Black and White Logo



Reversed Logo



Graphic Standards

Branding and Logo Usage

Use the Logo preferably on a white or contrasting color background or with an added white border on a darker background.



Logo Incorrect Uses

In order to build and reinforce the Hope For The Warriors® brand image, it is vital to maintain consistency in logo treatments. This page illustrates some **incorrect** uses of the logo.

- A Never print in non-approved colors
- B Never join to another logo
- C Never embed in text
- D Never position at an angle
- E Never distort
- F Never skew
- G Never place on a busy background

